

IN THE CLAIMS:

Please ~~CANCEL~~ claims 1 and 2 without prejudice or disclaimer.

Please ~~AMEND~~ claims 3 - 30 as follows:

3. A system for delivering customized web pages to users, said system comprising:

at least one content server that stores web page content for a plurality of web pages; and

a centralized demographic server that stores demographic information on a plurality of registered users, the demographic information being self-represented,

wherein said content server directs a requesting user to said demographic server where particular demographic information associated with the requesting user is stored, said demographic server then retrieves the particular demographic information associated with the requesting user, and then the retrieved particular demographic information is provided to said content server.

4. A system as recited in claim 3, wherein said content server produces a customized web page for the requesting user based on the retrieved particular demographic information.

5. A system as recited in claim 4, wherein the content server causes the retrieved particular demographic information to be stored on a user's computer associated with the requesting user.

6. A system as recited in claim 5, wherein said content server delivers the customized web page to the requesting user on the user's computer associated with the requesting user.

7. A system as recited in claim 5, wherein said content server thereafter utilizes the stored retrieved particular demographic information from the user's computer for at least one subsequent web page request.

8. A system as recited in claim 4, wherein said content server delivers the customized web page to the requesting user.

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9. A system as recited in claim 3, wherein the requesting user controls the information within the particular demographic information that is provided from said centralized demographic server to said content server.

10. A system as recited in claim 3, wherein said demographic server requires authentication of the requesting user before the particular demographic information can be provided to said content server.

11. A system as recited in claim 10, wherein the authentication of the requesting user is provided using a login name and password.

12. A system as recited in claim 3, wherein the demographic information does not particularly identify the user.

13. A system as recited in claim 3, wherein a plurality of different content servers are able to utilize the demographic information stored at said centralized demographic server.

14. A system as recited in claim 3,
wherein the requesting user requests a first web page,
wherein said content server causes the retrieved particular demographic information to be stored on a user's computer associated with the requesting user, and
wherein said content server thereafter receives and utilizes the stored retrieved particular demographic information from the user's computer appended to, part of or provided with at least one subsequent web page request.

15. A computer implemented method for utilizing demographic information over a network of computers, said method comprising the acts of:

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accessing a central demographics server via the network to retrieve demographic information pertaining to a particular registered user, the central demographics server storing demographic information pertaining to a plurality of registered users; and

subsequently issuing a request to receive a web page from a content server via the network, the request specifying the web page and having the retrieved demographic information associated therewith.

16. A computer implemented method as recited in claim 15, wherein the retrieved demographic information is appended to, part of or provided with the request.

17. A computer implemented method as recited in claim 15, wherein said accessing is initiated by the content server.

18. A computer implemented method as recited in claim 15, wherein said method further comprises:

storing the retrieved demographic information on a user computer associated with the particular registered user.

19. A computer implemented method as recited in claim 15, wherein said method comprises:

customizing, at the content server, the web page for the particular registered user based on the retrieved demographic information.

20. A computer implemented method as recited in claim 15, wherein the content server is a demographics aware server.

21. A computer implemented method for utilizing demographic information over a network of computers, said method comprising the acts of:

receiving a request for a web page at a content server, the request being from a requestor;

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accessing a central demographics server via the network to retrieve demographic information pertaining to the requestor, the requestor being previously registered with the central demographics server in a self-represented manner, and the central demographics server storing demographic information pertaining to a plurality of registered users and being accessible by a plurality of different content servers;

providing the retrieved demographic information to the content server;

producing a customized web page response to the request based on the retrieved demographic information; and

forwarding the customize web page to the requestor.

22. A computer implemented method as recited in claim 21, wherein said method further comprises the act of:

storing the demographic information on a user computer associated with the requestor.

23. A computer implemented method as recited in claim 22, wherein said method further comprises the acts of:

subsequently receiving another request for another web page at the content server, the demographic information being appended to, part of or provided with the another request;

producing another customized web page response at the content server based on the demographic information appended to, part of or provided with the another request; and

forwarding the another customized web page to the requestor.

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24. A computer implemented method as recited in claim 21, wherein the customized web page is customized in a manner other than with respect to an advertisement.

25. A computer implemented method as recited in claim 21, wherein said method further comprises the acts of:

receiving a login request from the requestor; and

determining, in response to the login request, whether the requestor has been authenticated, and

wherein said accessing is performed after the requestor has be authenticated.

26 A computer implemented method as recited in claim 25, wherein the login request is a request to log into the content server.

27. A computer implemented method as recited in claim 21, wherein said producing operates to produce the customized web page at the content server.

28. A computer implemented method for utilizing demographic information over a network of computers, said method comprising the acts of:

(a) receiving a request from a user to access a remote web page over the network;

(b) retrieving self-represented demographic information for the user, the demographic information being self-represented and does not particularly identify the user; and

(c) modifying the remote web page for the user based on the demographic information or selecting a previously modified version of the remote web page for the user based on the demographic information.

29. A computer implemented method as recited in claim 28, wherein the self-represented demographic information does not include any on name, address or telephone number.

30. A computer implemented method as recited in claim 28, wherein the self-represented demographic information is retrieved from a central demographics server coupled to the network of computers.
